



TORC: The Off Road Championship

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TORC Announces Series Partnership with GUNK®

IRVINE, Calif. — After a year as primary sponsor for Arie Luyendyk Jr's PRO 2WD truck, GUNK® will expand its motorsports partnerships to include TORC: The Off Road Championship Series. "The GUNK line of products are a natural fit for our race teams as well as our passionate fan base, says TORC Series President, BJ Birtwell. "We're looking forward to activating this relationship in a big way."

"The TORC audience represents a unique opportunity to connect one-to-one with the engaged DIYer," said Marshal Livingstone, Director of Marketing and Consumer Insights at RSC Chemical Solutions. "Anyone who has been out off-roading knows you need tough cleaning products, and TORC is the perfect proving ground."

"The series partnership gives GUNK a great opportunity to increase preference of their products and drive consideration in-store," said Birtwell. "GUNK is committed to activating their TORC presence both on-site and on retail shelves, and we're thrilled to welcome them to the TORC family."

GUNK will continue to sponsor Arie Luyendyk Racing (ALR), with the first race kicking off in Dallas, TX. For more information on the TORC Series, visit their official web site at TORCSeries.com or follow them via their social media platforms at [Facebook.com/TORC](https://www.facebook.com/TORC) or on Twitter and Instagram at [@TORCOffRoad](https://www.instagram.com/TORCOffRoad).

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RSC CHEMICAL SOLUTIONS

With more than 1,600 customers in 81 countries, RSC Chemical Solutions, a division of Radiator Specialty Company develops, manufactures and markets high-performance chemical products for automotive, hardware and industrial applications. Its 400,000-square-foot facility in Indian Trail, North Carolina is ISO 9001-2008 Certified and includes eight state-of-the-art production lines with an SAP Operating System. Today they make over 600 products for their well-respected brands, including GUNK®, LIQUID WRENCH®, MOTOR MEDIC®, and TITSEAL®. Founded in 1924, RSC is headquartered at 600 Radiator Road, Indian Trail, NC 28079. For more information call 704-821-7643, or visit www.RSCBrands.com.



TORC

TORC: The Off-Road Championship Presented by AMSOIL is the nation's premiere short-course, off-road truck racing series. Known as a collision between action sports and motorsports, TORC is the ultimate battleground for 900-horsepower race trucks competing to win the prestigious TORC National Championship. Fans from all over the world enjoy TORC through high-energy events as well as the TV broadcasts on NBC Sports. For more information, visit www.torcseries.com. For business and sponsorship inquiries, email info@torcseries.com.